



HOWARD COUNTY TOURISM NEWS

Rachelina Bonacci, Executive Director, Howard County Tourism
410-313-1900, rachelina@visithowardcounty.com

1,000 cherry tree plantings begin on National Arbor Day, part of new tourism initiative *Blossoms of Hope: The Howard County Cherry Tree Project*

A NEW celebration is taking root ...THINK PINK! Blossoms of Hope: The Howard County Cherry Tree Project begins on National Arbor Day, Friday, April 29th with two very special events.

FRIDAY, APRIL 29, 2005, 10AM Dedication of the Founders' Grove

Howard County Department of Recreation & Parks planted the first twenty (20) mature kwanzan cherry "Founder" trees in the fall of 2004 at the south entrance of Centennial Park in Ellicott City. The twenty (20) "Founder" trees were purchased by major corporations, elected officials and private citizens whose lives have been personally impacted by cancer. These mature kwanzan cherry trees are expected to blossom PINK for the Dedication of the Founders' Grove ceremony on Friday, April 29, 2005 at 10:00AM –Honorary Project Committee Chairperson, Mrs. Janet Robey, is the keynote speaker.

Centennial Park South: Route 29 to Route 108 West. Follow Route 108 West to 2nd traffic light and make right into park. Refreshments compliments of Coca-Cola Enterprises.

FRIDAY, APRIL 29, 2005, 2PM County-wide Spring Planting Kick-Off

Later that same day, a tree planting ceremony will be held at the Elkridge Library on Route 1 where trees are now available for sponsorship in conjunction with Route One Revitalization efforts. Distinguished guest, Congressman Ben Cardin will receive an honorary Blossoms of Hope sponsorship from Howard County in recognition of his support for the Route One revitalization effort. *Howard County Library, Elkridge Branch, 6540 Washington Boulevard, Elkridge, MD 21075*

PUBLIC LOCATIONS FOR PLANTINGS

As a partner in the Blossoms of Hope project, Howard County Government is working with Howard County Tourism, Inc. to designate public locations throughout Howard County where the cherry trees will add beauty, create awareness of the project and promote tourism to the county.

PHASE ONE PLANTING SITES OPENING SPRING 2005:

Centennial Park – Ellicott City
Elkridge Library - Elkridge
Howard County Central Library – Columbia
Patapsco Female Institute Historic Park –Historic Ellicott City (*location of MISS USA ® tree*)

PHASE ONE PLANTING SITES OPENING FALL 2005:

Glenwood Community Center - Glenwood
Route One – Laurel area
Banneker Fire Station – Columbia

GENERAL PROJECT INFORMATION

The ultimate goal---1,000 cherry trees across Howard County, blooming simultaneously each April – to beautify and beckon people to visit and experience the many attractions found throughout the county

The beauty, however, of the “Blossoms of Hope” campaign goes far beyond the trees’ annual display of color. Like the name suggests, this project is also about hope—the hope of individuals and families within the community who are coping with cancer.

Each cherry tree officially planted as part of this project offers a \$500 sponsorship opportunity for individuals looking to make a difference in their community. Not only will sponsors be playing a significant role in helping to beautify Howard County, a portion of the sponsorship fee will be donated to Howard County’s **Claudia Mayer Cancer Resource and Image Center**. The Claudia Mayer Cancer Resource and Image Center is a central source of information for cancer patients looking to learn more about the disease and an image center for those undergoing treatment. The center offers a modern, fully-equipped salon where licensed aestheticians, cosmetologists, hair stylists and prosthesis professionals offer free consultations.

BLOSSOMS OF HOPE \$500 CHERRY TREE SPONSORS RECEIVE:

- a beautiful 3” diameter kwanzan cherry tree planted and maintained in your choice of available locations
- an official certificate of participation suitable for framing
- recognition on a garden dedication plaque located at the site of your sponsored tree
- an invitation to the formal site dedication ceremony
- a generous donation made in your name to the Howard County Hospital Foundation Designated for the Claudia Mayer Cancer Resource and Image Center
- name recognition on the official poster for the first “Blossoms of Hope” future countywide celebration to be held in conjunction with the blossoming time
- The full amount of \$500 tree sponsorship is tax deductible

PINK KWANZAN CHERRY TREE

The showiest spring cherry, kwanzan cherry trees burst with large, fluffy pink flowers resembling mini-carnations in April. The trees stay fairly small, growing to 20 feet high with a 20 foot spread, and have dark green leaves that turn orange or orange-red in the fall. The kwanzan cherry has the longest lasting blooms of any flowering cherry tree, and is also considered one of the hardiest. It is predicted that these trees blossom PINK approximately two weeks after the famous trees in nearby Washington, D.C.

PROJECT ANNOUNCEMENT BY COUNTY EXECUTIVE JAMES ROBEY ON THURSDAY, SEPTEMBER 23RD, 2004 AT THE HOWARD COUNTY TOURISM ANNUAL MEETING

“It is a project that is designed to not only enhance the county’s existing attractions but also provide a foundation upon which future tourism opportunities can be built. It is a vision out of which a new, unique, county-wide spring celebration may take shape-- one that may ultimately become a signature event for Howard County and maybe even the State. It is a vision we are calling *Blossoms of Hope: The Howard County Cherry Tree Project*.”

HOWARD COUNTY TOURISM

Howard County Tourism is a non-profit, membership-based organization funded by generous grants from the State and County. Our mission is to increase, develop and promote tourism in Howard County by featuring the county’s unique sites, services, products and people. *Blossoms of Hope: The Howard County Cherry Tree Project* will aesthetically enhance the county’s attractions, while impacting the local economy and improving the quality of life for visitors and residents alike. Hoteliers, retailers and restaurateurs, part of our local tourism industry, will benefit from the extra visitors. Additionally, the project will give back to the community by donating a portion of the funds to a Howard County beneficiary.

PROJECT FOUNDERS

The Friends of Anne Moon, J.P. & Evelyn Bolduc, Victor & Tina Broccolino, Sakura Buker & Family, Asean Bistro, Comcast, George Doetsch, Councilman & Mrs. Guy Guzzone, John Hundt / Pamela Paulk, Constantine Kalaris, The Merdon Family, The Howard L. Millman Family, James & Dessie Moxley, BGE Home, Mimi O'Donnell, Debbie Reuwer, Jim & Janet Robey, Turf Valley Resort, Law Offices of Ken Ulman, P.A., Howard County General Hospital --A Member of Johns Hopkins Medicine.